

IN THE CLAIMS

1. (Currently Amended) A back light assembly, comprising:

a light guide plate including a light incidence face, a light reflecting face and a light exiting face, the light reflecting face reflecting a first light toward the light exiting face to transform the first light into a second light, the second light exiting from the light exiting face, a width of the light incidence face being a first distance;

a light reflecting member for covering the light incidence face so as to form a lamp receiving space, the lamp receiving space being defined by the light reflecting member and the light incidence face;

at least two lamps disposed in the lamp receiving space, the two lamps being spaced apart from each other by a second distance, a sum of diameters of the two lamps and the second distance being longer than the first distance; and

a receiving container for receiving the light guide plate and the light reflecting member,

wherein the light reflecting member includes a chamfer disposed at an edge where a virtual line passing through centers of the two lamps meets the light reflecting member, whereby the chamfer reflects the light generated by the lamps toward the light incident face enhances reflection efficiency at a corner of the light reflecting member.

2. (Original) The back light assembly of claim 1, wherein the light incidence face has a groove for receiving a portion of one of the lamps.

3. (Original) The back light assembly of claim 2, wherein a cross-section of the groove has a curved shape, the cross-section being taken along a line perpendicular to a longitudinal direction of the lamps.

4. (Original) The back light assembly of claim 2, wherein a cross-section of the groove has a V-shape, the cross-section being taken along a line perpendicular to a longitudinal direction of the lamps.

5. (Previously Presented) The back light assembly of claim 1, wherein each diameter of each of the two lamps is substantially similar to each other.

6. (Original) The back light assembly of claim 1, wherein the lamps includes a first lamp and a second lamp, the first lamp being disposed near to a first edge of the light incidence face and the light reflecting face, and the second lamp being disposed near to a second edge of the light reflecting member, the second edge being diagonally opposite to the first edge.

7. (Previously Presented) The back light assembly of claim 6, wherein the chamfer is disposed at the second edge, the chamfer enhancing a light reflection efficiency.

8. (Original) The back light assembly of claim 1, wherein the lamps includes a first lamp and a second lamp, the first lamp being disposed near to a third edge between the light incidence face and the light exiting face, and a second lamp being disposed near to a fourth edge of the light reflecting member, the fourth edge being diagonally opposite to the third edge.

9. (Previously Presented) The back light assembly of claim 8, wherein the chamfer is disposed at the fourth edge, the chamfer enhancing a reflection efficiency.

10. (Original) The back light assembly of claim 1, wherein centers of the lamps are positioned in a same plane that is parallel to the light exiting face.

11. (Currently Amended) A liquid crystal display device, comprising:
a back light assembly including, i) a light guide plate including a light incidence face, a light reflecting face and a light exiting face, the light reflecting face reflecting a first light toward the light exiting face to transform the first light into a second light, the second light exiting from the light exiting face, a width of the light incidence face being a first distance, ii) a light reflecting member for covering the light incidence face so as to form a lamp

receiving space, the lamp receiving space being defined by the light reflecting member and the light incidence face, iii) at least two lamps disposed in the lamp receiving space, the two lamps being spaced apart from each other by a second distance, a sum of diameters of the two lamps and the second distance being longer than the first distance, and iv) a receiving container for receiving the light guide plate and the light reflecting member;

a liquid crystal display panel assembly for displaying an image, the liquid crystal display panel assembly facing the light exiting face and being received by the receiving container; and

a chassis, a first portion of the chassis pressing an edge of the liquid crystal display panel, a second portion of the chassis being combined with the receiving container so as to prevent the liquid crystal display panel from being detached from the receiving container,

wherein the light reflecting member includes a chamfer disposed at an edge where a virtual line passing through centers of the two lamps meets the light reflecting member, whereby the chamfer reflects the light generated by the lamps toward the light incident face enhances reflection efficiency at a corner of the light reflecting member.

12. (Original) The liquid crystal display device of claim 11, wherein the light incidence face has a groove for receiving a portion of one of the lamps.

13. (Original) The liquid crystal display device of claim 12, wherein a cross-section of the groove has a curved shape, the cross-section being taken along a line perpendicular to a longitudinal direction of the lamps.

14. (Original) The liquid crystal display device of claim 12, wherein a cross-section of the groove has V-shape, the cross-section being taken along a line perpendicular to a longitudinal direction of the lamps.

15. (Previously Presented) The liquid crystal display device of claim 11, wherein each a diameter of each of the two lamps is substantially similar to each other.

16. (Original) The liquid crystal display device of claim 11, wherein the lamps includes a first lamp and a second lamp, the first lamp being disposed near to a first edge between the light incidence face and the light reflecting face, and the second lamp being disposed near to a second edge of the light reflecting member, the second edge being diagonally opposite to the first edge.

17. (Previously Presented) The liquid crystal display device of claim 16, wherein the chamfer is disposed at the second edge, the chamfer enhancing a light reflection efficiency.

18. (Original) The liquid crystal display device of claim 11, wherein the lamps includes a first lamp and a second lamp, the first lamp being disposed near to a third edge between the light incidence face and the light exiting face, and a second lamp being disposed near to a fourth edge of the light reflecting member, the fourth edge being diagonally opposite to the third edge.

19. (Previously Presented) The liquid crystal display device of claim 18, wherein the chamfer is disposed at the fourth edge, the chamfer enhancing a reflection efficiency.

20. (Previously Presented) The liquid crystal display device of claim 11, wherein centers of the lamps are positioned in a same plane that is parallel to the light exiting face.

21. (Previously Presented) A back light assembly, comprising:

a light guide plate including a light incidence face, a light reflecting face and a light exiting face, the light reflecting face reflecting a first light toward the light exiting face to transform the first light into a second light, the second light exiting from the light exiting face, a width of the light incidence face being a first distance;

a light reflecting member for covering the light incidence face so as to form a lamp receiving space, the lamp receiving space being defined by the light reflecting member and the light incidence face;

at least two lamps disposed in the lamp receiving space, the two lamps being spaced apart from each other by a second distance, a sum of diameters of the two lamps and the

second distance being longer than the first distance, the highest point of a lower lamp among the two lamps being higher than the lowest point of an upper lamp among the two lamps; and a receiving container for receiving the light guide plate and the light reflecting member.

22-24. (Cancelled).

25. (Previously Presented) The back light assembly of claim 21, wherein the light incidence face has a groove for receiving a portion of one of the lamps.

26. (Previously Presented) The back light assembly of claim 25, wherein a cross-section of the groove has a curved shape, the cross-section being taken along a line perpendicular to a longitudinal direction of the lamps.

27. (Previously Presented) The back light assembly of claim 25, wherein a cross-section of the groove has a V-shape, the cross-section being taken along a line perpendicular to a longitudinal direction of the lamps.

28. (Previously Presented) The back light assembly of claim 21, wherein each a diameter of each of the two lamps is substantially similar to each other.

29. (Previously Presented) The back light assembly of claim 21, wherein the lamps includes a first lamp and a second lamp, the first lamp being disposed near to a first edge of the light incidence face and the light reflecting face, and the second lamp being disposed near to a second edge of the light reflecting member, the second edge being diagonally opposite to the first edge.

30. (Previously Presented) The back light assembly of claim 29, wherein the light reflecting member includes a chamfer disposed at the second edge, the chamfer enhancing a light reflection efficiency.

31. (Previously Presented) The back light assembly of claim 21, wherein the lamps includes a first lamp and a second lamp, the first lamp being disposed near to a third edge between the light incidence face and the light exiting face, and a second lamp being disposed near to a fourth edge of the light reflecting member, the fourth edge being diagonally opposite to the third edge.

32. (Previously Presented) The back light assembly of claim 31, wherein the light reflecting member includes a chamfer disposed at the fourth edge, the chamfer enhancing a reflection efficiency.

33. (Previously Presented) A back light assembly, comprising:

- a light guide plate including a light incidence face, a light reflecting face and a light exiting face, the light reflecting face reflecting a first light toward the light exiting face to transform the first light into a second light, the second light exiting from the light exiting face, a width of the light incidence face being a first distance;
- a light reflecting member for covering the light incidence face so as to form a lamp receiving space, the lamp receiving space being defined by the light reflecting member and the light incidence face; and
- at least two lamps disposed in the lamp receiving space, the two lamps being spaced apart from each other by a second distance, a sum of diameters of the two lamps and the second distance being longer than the first distance, the highest point of a lower lamp among the two lamps being higher than the lowest point of an upper lamp among the two lamps.

34. (Previously Presented) The back light assembly of claim 1, wherein the light reflecting member is positioned adjacent to the receiving container so as to make contact therewith.

35. (Previously Presented) The back light assembly of claim 1, wherein the light reflecting member is positioned between the light reflecting face of the light guide plate and the receiving container so as to form a gap therebetween.

36. (Previously Presented) The back light assembly of claim 1, wherein the two lamps are spaced apart from the light reflecting member.

37. (Previously Presented) The liquid crystal display device of claim 11, wherein the light reflecting member is positioned adjacent to the receiving container so as to make contact therewith.

38. (Previously Presented) The liquid crystal display device of claim 11, wherein the light reflecting member is positioned between the light reflecting face of the light guide plate and the receiving container so as to form a gap therebetween.

39. (Previously Presented) The liquid crystal display device of claim 11, wherein the two lamps are spaced apart from the light reflecting member.